



Press Release | February 5th, 2024

# **More courage. More opportunities.**

## **BE BOLD.**

Full of energy and with a good dose of optimism, ILM #159 kicked off the autumn/winter 2024/25 order round. The Offenbach exhibition halls were well frequented on all days. The increase in international buyers from 52 countries is remarkable. Overall, the proportion of international visitors was almost 30%. This confirms ILM's strength and appeal.

Around 250 brands from over 20 countries presented their new collections for autumn/winter 2024/25 from 3 to 5 February, focusing on handbags, luggage, satchels, backpacks and accessories. The mood: consistently positive and open-minded. "People who come to ILM want to engage with fashion and new products. We convey emotions and visions. This is exactly what matters in a world shaken by crises and challenges," says Silvio Rinaldelli, who was represented at ILM with the Italian brand Cromia.

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# ILM

The trade fair scored with a double-digit increase in visitors on the very first day. The good mood among exhibitors and visitors was clearly noticeable. ILM has grown internationally in particular. Numerous buyers from Europe, but also from the USA, the Middle East and Asia, came to Offenbach to place their orders for the coming autumn/winter season. The early date was well received. As the first trade fair of the new season, the ILM is perfect for getting early feedback on the new collections. This is confirmed by long-standing exhibitors as well as returning exhibitors and newcomers who use the ILM as a springboard for initiating new business.

In addition to the order, it is the direct and personal exchange that makes the ILM so successful. "ILM is the industry's living room. We bring together what belongs together: exhibitors, retailers and designers. Everyone comes to Offenbach," summarises Managing Director Arnd Hinrich Kappe after three days at the trade fair. Another highlight is the accompanying supporting programme. High-calibre keynote speakers and panel discussions provided valuable insights into current industry trends, fashion outlooks and future developments. The excellent and friendly organisation of the trade fair was repeatedly praised: Curated, structured segments and invitingly designed stands were well received by visitors.

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## **Into the new season with confidence and fashion courage**

"Now more than ever!" Stefan Bruder from Abro puts it in a nutshell: "Our customers are looking for elegant, timeless bags that emphasise the beauty of the material." "It's about bags that are versatile." adds Brigitte Reiner from L.Credi. High-quality looks and functional details are essential. Dave de Boer from Fashion Solutions calls it "affordable luxury", which characterises the zeitgeist of the new order round. Iconic models, including many round shapes, stand for longevity and desirability. Subtle colours, above all black, taupe and grey, but also bold colours in berry and brown tones as well as green in all shades will set fresh accents in the coming autumn/winter season.

Lots of movement in the luggage segment. The exhibitors in this segment had a full house on all days. "With suitcases, we are currently on the sunny side of our industry," summarises Axel Bree from Stratic. Whether hard-shell, soft luggage or practical overnight backpacks - the demand for luggage is unrelenting. The focus is on functionality and lightness. The industry also wants the latter mentally. The start was made at the ILM!

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